

A NEW APPROACH TO MERCHANDISING Fancy-Leaf CALADIUM Bulbs



- Excellent Profit
- Ideal for Display
- Competitive Price
- Self Selling

Display carton as pictured is 24x12x6 inches.
Height of box with display lid raised, 19½ inches.
Standard pack, 150 bulbs; 25 to each compartment.
Size of bulbs, Standard No. 1's (1½ to 2 ins. dia.)
Box contains 5 named varieties; 1 compartment assorted colors.
Pictures on inside of raised lid are in FULL COLOR.

Weight per case, approximately 24 lbs.

NOTE: This assortment is recommended. It is sales tested and made up according to proportionate demand. We will pack variations of assortment or solid cases of one variety.

SHIPMENTS start January 1st and continue to May 31st.

Price F.O.B. Sebring, Florida

\$26.50 PER BOX

TERMS: Cash with order unless credit established. To rated concerns our terms are Net 30 days, 2% 10 days.

CONDITIONS FOR CREDIT ON BULB RETURNS

FULL MERCHANDISE CREDIT will be given on returns not exceeding 10% of the quantity ordered, provided such returns are received in good condition, prepaid, at our warehouse, Sebring, Fla., before July 1st.

CAPE BULB COMPANY SEBRING, FLORIDA

**CAPE BULB COMPANY
SEBRING, FLORIDA**

1954

Please enter my order and ship at once:

Display Boxes Fancy Leaf Caladiums,
as described in this circular.

bulbs No. 2 size, Named, Mixed
 bulbs No. 1 size, Named, Mixed
 bulbs Jumbo size, Named, Mixed
 bulbs Mammoth size, Named, Mixed
 Super Mammoth (offered named only)

I enclose \$ _____

Send C.O.D. []

or

Charge to my account. []

Name _____

Address _____

City _____ State _____

Ship to _____ Date _____

62.17

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CAPE BULB COMPANY
SEBRING, FLORIDA

RETURN POSTAGE GUARANTEED

SEC. 34.66 P. L. & R.
U. S. POSTAGE
PAID
SEBRING, FLA.
PERMIT NO. 9

CALADIUMS IN BULK

You may want to order your Caladiums by the hundred, in a selection of different varieties. Our prices, as advertised in the trade journals, are as follows, for bulbs of highest quality; per 100:

	Named	Mixed
1 to 1½ inch dia. (No. 2 size)	\$12.00	\$10.00
1½ to 2½ inch dia. (No. 1 size)	18.00	16.00
2½ to 3½ inch dia. (Jumbo size)	25.00	22.00
3½ to 5 inch dia. (Mammoth size)	40.00	35.00

Super-Mammoth size bulbs, up to 8 inches dia., in our selection of varieties, including Candidum, (the popular White) \$1 each, \$10 per dozen. Supply limited; order at once if you want to be sure of getting at least a few of these monster bulbs.

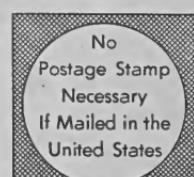
GET YOUR CALADIUMS From AMERICA'S FOREMOST GROWERS

A Wise Man Said . . .

It's unwise to pay too much, but it's unwise to pay too little. When you pay too much, you lose a little money, that's all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing you bought it to do. The common law of business balance prohibits paying a little and getting a lot — it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run. And if you do that, you will have enough to pay for something better . . . John Ruskin.

Cape Bulb Co. Caladiums ARE Better

We do not skimp on grading; we cure properly; we ship in rice-hulls, as no other grower does; we grow our own bulbs. We do not operate this business as a sideline.



BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 10, SEC. 34.9, P. L. & R., SEBRING, FLA.

CAPE BULB COMPANY

SEBRING, FLORIDA